

FOR IMMEDIATE RELEASE

April 3, 2025

Tradeshow Logic and TurnoutNow Announce Strategic Partnership to Launch eventCopilot™ — a Game-Changing AI Platform for Events

ATLANTA, GA & PITTSBURGH, PA — **Tradeshow Logic**, the company that introduced the first AI assistant to the events industry in 2024, has



announced a strategic partnership with **TurnoutNow**, a leader in real-time behavioral data and event intelligence. Together, the two companies are launching **eventCopilot™**, a cutting-edge AI-powered engagement platform designed to elevate the attendee experience, increase exhibitor ROI, and deliver actionable insights to event organizers.

“eventCopilot™ represents the future of event intelligence and engagement,” said Harpreet Chatha, Founder & CEO of TurnoutNow. “Our collaboration with Tradeshow Logic ensures this platform is not only grounded in strategy but also purpose-built to serve the entire event community. From connecting attendees with the right content to helping exhibitors generate qualified leads and driving real-time insights for organizers—eventCopilot™ is a transformative experience layer that adds measurable value at every level of the event.”

TurnoutNow brings a strong AI pedigree with several industry firsts, including an AI-powered Prescriptive Recommendations Engine (PRE), AI-powered attendee-to-attendee networking tool PeerConnect, and AI-powered search functionality CognitiveSearch. Their latest innovation, eventCopilot, represents the culmination of these technologies—combining these native capabilities with the power of generative AI.

In 2024, Tradeshow Logic piloted its proprietary AI assistant, Expo Navigator, at key industry events including The NAMA Show, NGAUS General Conference & Exhibition, and NAB Show New York. These pilots proved that AI could significantly improve how attendees navigate events and how organizers respond to their needs in real time.

To scale the success of Expo Navigator, Tradeshow Logic sought out a best-in-class technology partner and found it in TurnoutNow. Known for its deep expertise in AI, location intelligence, and behavioral analytics, TurnoutNow brings a strong innovation pedigree to the collaboration.



"We launched Expo Navigator to solve real problems for attendees and organizers," said B. J. Enright, President & CEO of Tradeshow Logic. "But we knew we could do even more. Our partnership with TurnoutNow allows us to scale the concept and deliver a smarter, more integrated way to connect all event participants. eventCopilot™ bridges the gap between attendees, exhibitors, and organizers—creating personalized experiences, increasing exhibitor visibility, and generating meaningful engagement across the show floor."

eventCopilot™ is now available for association leaders and event organizers seeking to modernize attendee engagement, drive exhibitor interaction, and unlock never-before-available intelligence across the event journey.

To learn more, visit eventcopilot.ai or contact Tradeshow Logic at sales@tradeshowlogic.com to request a demo.

About Tradeshow Logic

Tradeshow Logic (tradeshowlogic.com) is a full-service show management and event solutions company dedicated to redefining the exhibitor and sponsor experience. It routinely challenges industry norms by taking insights and turning them into actions that create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience for all stakeholders.

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